

CHAPTER 1

INTRODUCTION

This chapter is divided into five parts namely (1) background of the study, where the writer provides the background information to establish a framework for the research, (2) statement of the problem, where the writer provides the problem that will discuss in this research, (3) objectives of the study, where the writer states the research purposes related to the problem, (4) significance of the study, where the writer explains about why this research is important, (5) scope and limitations, where the writer provides the limit of her research.

1.1 Background of The Study

Pragmatics is one of the linguistics' branches which has an important role in linguistics development. Pragmatics deals with the study of meaning in the context, it is more general than semantics which is concerned with the meaning in the sentence. Pragmatics also deals with the speaker's intended meaning which still refers to the context or situation.

Pragmatics is the study of speaker's meaning as communicated by the speaker (or writer) and interpreted by the listener (or hearer). In other words, pragmatics is the study of speaker's (writer's) meaning. Yule (1996) states, "Pragmatics is concerned with the study of meaning as communicated by speaker (or writer) and interpreted by the listener (or hearer)." The listener interprets the words or phrases of the speaker's mean of the utterances.

As one of the linguistics branches, pragmatics has many fields of study which are interested to be learnt, one of them is presuppositions. Presupposition is a knowledge that is taken by the speaker to the common ground of participants in conversation. Yule (1996) states, “Presupposition is something the speaker assumes to be the case prior to making an utterance.” This definition describes the assumption of the speaker that is considered as appropriate in the context.

The speaker designs their linguistics’ messages on the basic assumption about what the hearers have already known. In delivering information, people need to make a conversation. This conversation contains information that is delivered from speaker to the listener. The speaker says some utterances then the listener will get some certain information. This information could be not stated and could be not said.

This topic is interested to be analyzed because there should be a good understanding between the speaker and the listener in order to reach a successful communication between them. Here is an utterance in which the information assumed, “John drives a car”. By this utterance, the speaker presupposes that John is a person who exists and he can drive a car. This utterance may have more than one presupposition that John has a car and he has more than one.

Presuppositions can be encountered in any context of communication including in hypnotic language. In Bandler & Grinder’s book (1975), hypnotic language is designed to produce a hypnotic trance. Since trance is simply a high focused state of attention, hypnotic language is language which focuses the

attention and turns it inwards. Bandler and Grinder (1975) states, “Hypnosis is a mental situation that is under an influence.”

The researcher uses the hypnotic language as the source of data because nowadays, hypnosis became a trend in variety of media types, ranging from electronic media and print media. There is a novel that can make us feel at home and we for hours read it and want to continue to thrash page by page until it is completed. Conversely, there are several novels that directly attracted us at the first half of the page. Simply, we can say that the people at home for hours reading a novel because the novel is good or people want to immediately dispose of a novel because it is not exciting stuff. One important element in hypnosis is the language itself. The language used in hypnosis is called as hypnotic language. Therefore, because of the wide implementation of hypnotic language in daily life, the researcher uses the hypnotic language as the source of data.

The use of presuppositions can be found in hypnotic language use by Doug O’Brien. Doug O’Brien is one of famous hypnotizers according to International Journal published by Routledge in London (2014). He has done many hypnosis for hypnotherapy. In hypnosis, presuppositions takes positions as one of the hypnotic language patterns. The speaker can use presuppositions to create responsiveness. In Bandler and Grinder’s book (1975), it is stated, “Presuppositions can be some of the most powerful language patterns of all.”

In the examples below, in order to make sense of the communication, the client must accept the Hypnotist's presupposition of the existence of trance. This is called as existential presuppositions.

"As you listen to the sound of my voice you can float down even more deeply into trance."

In the examples, the speaker or in this case he is called as the hypnotist uses the existential presupposition in order to make sense of the communication between him and his target interlocutor. By using the existential presuppositions, the target interlocutor will interpret that the trance is exist and he will experience it.

As a human creature, one may not be aware of the presuppositions in hypnotic language but presuppositions is important part of any message leaving in person's mind provides the meaning. Presuppositions is often employed in the language of hypnosis in many media. From the previous phenomenon, the researcher was interested in analyzing the presupposition in hypnosis language used by Doug O'Brien in Doug O'Brien hypnosis entitled, *"A Study of Presuppositions in Hypnotic Language by Doug O'brien in Doug O'Brien Hypnosis."*

1.2 Statement of The Problem

The study is about analyzing hypnotic presuppositions in hypnotic language transcriptions by Doug O'Brien. It is about analyzing how the theory of presuppositions used in hypnotic language. To make the analysis of the presuppositions occurring in hypnotic language easy, the following questions are formulated:

1. What are the types of presuppositions found in hypnotic language used by Doug O'Brien in Doug O'Brien Hypnosis?
2. How do the presuppositions contribute to the speaker's communicative purposes?

1.3 Objectives of The Study

Relevant to the research questions, this study fulfilled the following objectives:

1. To identify the types of presuppositions found in hypnotic language used by Doug O'Brien in Doug O'Brien Hypnosis.
2. To explain the contribution of the presupposition for the speaker's communicative purpose.

1.4 Significance of The Study

1) Theoretical Significance

The study is important because it can answer the gap in Indonesian research about the usage of the types of presuppositions found in hypnotic language used by Doug O'Brien in Doug O'Brien Hypnosis. In hypnotic language, it can figure out how to use the types of presuppositions found in hypnotic language used by Doug O'Brien in Doug O'Brien Hypnosis. It is also purposed to give a contribution by using of the types of presuppositions found in hypnotic language in order to give positive influence to the target interlocutors. Therefore, hypnotic language which consists of presuppositions is important to be learnt by those who are willing to get more understanding in making a better communication in society.

2) Practical Significance

By getting deeper understanding of presuppositions, the writer hopes that the reader can further improve their communication. Meanwhile, the researcher hopes that this study is able to give more information to the readers about the product or services by knowing the presuppositions in hypnotic language.

By studying hypnotic language, people will provide with a true leading edge in understanding themselves and others in any context and help them both professionally and personally. Hypnotic language can be used for communication to influence others, and using it to improve and empower one self. Sales people, negotiators, and managers therefore have used hypnotic language to enhance their competitiveness in business. Many organisations also face the challenge of having some high achievers and lots of mediocre employees.

1.5 Scope and Limitations

In order that the study is not bias, there are some burdens on it. The scope of the study is Pragmatics specifically in the analysis of presuppositions in hypnotic language used by Doug O'Brien in Doug O'Brien hypnosis. The theory used in the study is presuppositions proposed by Yule (1996). The reseacher limits the analysis only in hypnotic language used by Doug O'Brien.